

Facebook Live

Facebook Live

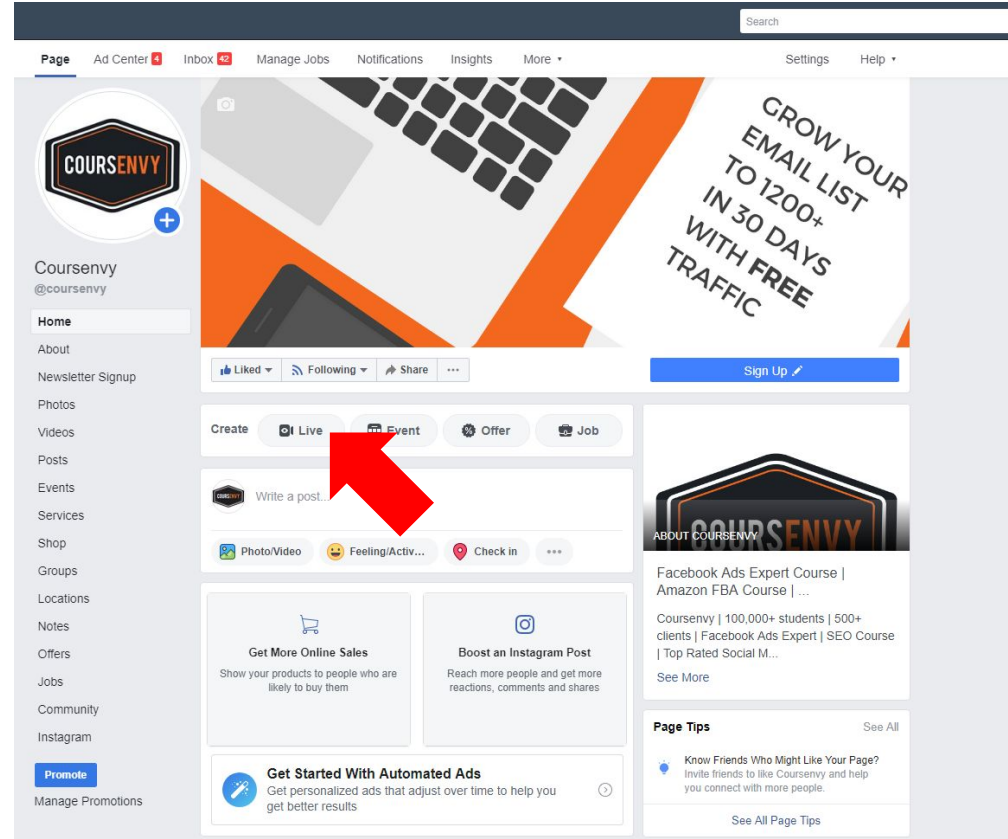
Facebook Live is the best way to interact with viewers in real time. You can answer questions, hear what's on their mind and check out their Live Reactions to gauge how your broadcast is going!

Brands/Businesses should use LIVE as an instant opportunity to create a better brand experience for their fans and following.

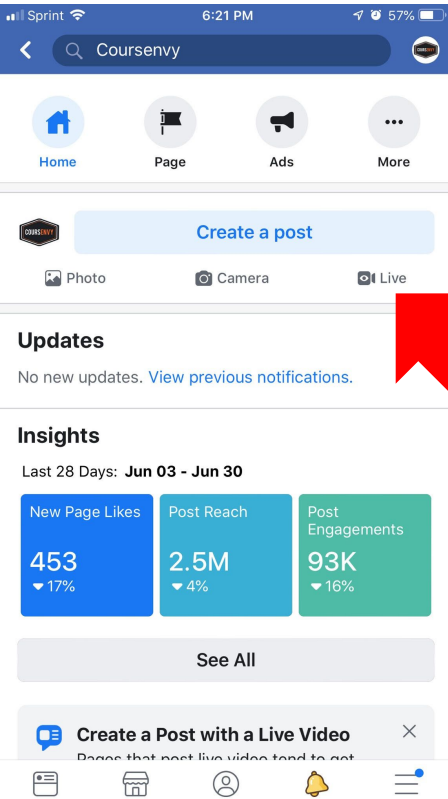
The screenshot shows the Facebook profile of Coursenvy (@coursenvy). The page header includes navigation links: Page, Ad Center (4), Inbox (42), Manage Jobs, Notifications, Insights, and More. The profile picture is the Coursenvy logo, and the cover photo features a laptop keyboard and a graphic that reads "GROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TRAFFIC". The left sidebar lists menu items: Home, About, Newsletter Signup, Photos, Videos, Posts, Events, Services, Shop, Groups, Locations, Notes, Offers, Jobs, Community, and Instagram. The main content area shows the "Create" menu with options: Live (highlighted by a red arrow), Event, Offer, and Job. Below this is a "Write a post" section with options for Photo/Video, Feeling/Activity, Check in, and more. The right sidebar contains a "Sign Up" button, an "ABOUT COURSENVY" section with text about Facebook Ads and Amazon FBA courses, and a "Page Tips" section.

How to Go Live on your Facebook Page (Desktop/Laptop with Webcam)

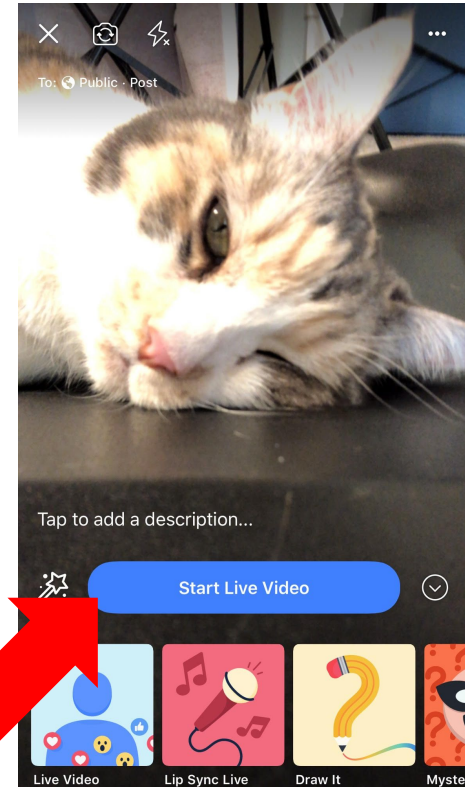
1. Navigate to your Facebook business page URL.
2. Select the LIVE button above your page's "Write a Post" field.
3. Select your camera and GO LIVE!



How to Go Live on your Facebook Page (Mobile Camera)



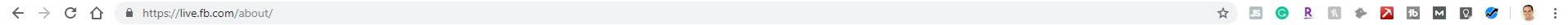
1. Search for and access your Facebook business page on your mobile device.
2. Select the LIVE option below your page's "Create a Post" button.
3. Click the "Start Live Video" button.



Benefits of Facebook Live

- There will be an icon at the top of the video indicating that it is a LIVE video. The word “Live” is written next to the icon.
- As the video is filming, you see how many people are watching the video in the top “VIEWERS” counter area, as well as their names and lives comments below.
- Once you stop the LIVE stream, the video is automatically published to your Facebook page timeline!
- You can now share it, tweet it, embed it in blog posts, or delete it.

<https://live.fb.com/about>



Have engaging conversations with your followers

Live is the best way to interact with viewers in real time. Field their burning questions, hear what's on their mind and check out their Live Reactions to gauge how your broadcast is going



Why Use LIVE for your Business?

Live streaming is all about connecting and interacting with your audience in real time! It breaks down barriers and creates a connection that goes beyond traditional marketing limitations.

- Think about your current marketing strategy... static photos or heavily produced videos. LIVE streaming video gives that rare “peek behind the curtain” to your audience and customers! Show them your office... give them a live tutorial... show them your behind the scenes process, show them how you create your product... the list goes on and on!
- Also, think about how long it takes you to create blog posts, graphics and/or videos to help answer customers requests... How much time would it take you to shoot a quick LIVE video to answer that same customers question? Maybe 1-2 minutes? Facebook Live uses for businesses are endless!

More Facebook Live Ideas

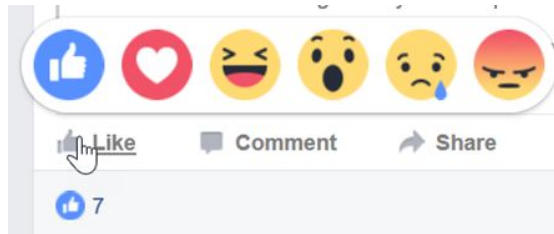
- Give a behind the scenes look at your business!
- Broadcast live events that NON-LOCAL people can “attend” via Facebook Live!
- Host interviews of employees, customers, manufacturers and more. What interview would your customer base find interesting? FILM IT VIA FACEBOOK LIVE!
- Answer questions or comments left on your blog post and/or Facebook page (also LIVE answer questions of active viewers during the Live stream).
- Host pre-product/service launches! Use Facebook Live as a sort of “webinar” to launch your next product... or get feedback on your product before you do launch it!

Facebook Live - Polls

One of my favorite things to do while on Facebook Live, is to take a poll/vote from the live viewers. I do this by asking a question and then having them “LIKE” with a certain icon.

EXAMPLE:

After you ask a question and give them the answer option, tell your viewers to select THUMBS UP icon for option #1, and the HEART icon for option #2... and so on! Then you can tally them for the winner. I love doing this for clients that are finalizing a product (such as choosing the first color to create for an iPhone case they sell)!



Tips for Using Facebook Live

1. Tell people ahead of time when you're going to broadcast
2. Go live when you have a strong connection
3. Write a compelling description before going live
4. Ask your viewers to follow you and receive notifications when you go live
5. Say hello to commenters by name and to respond to their comments
6. Broadcast for longer periods of time to reach more people
7. Be creative and go live often!

<https://www.facebook.com/facebookmedia/blog/tips-for-using-live>

